IT'S ALL ABOUT THE LINK JUICE
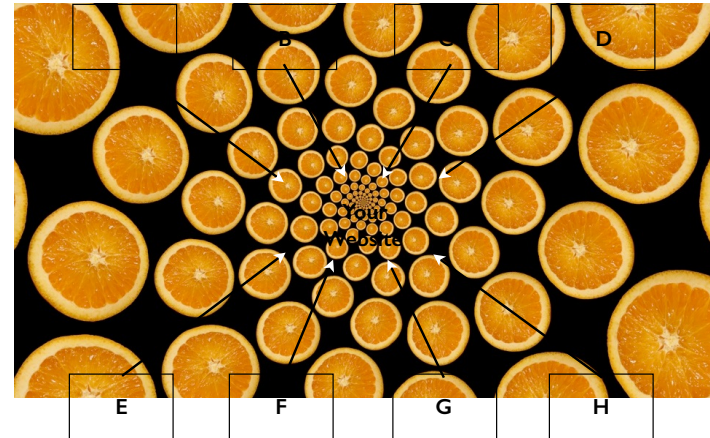
Linking, Social Media, Content

Get found from related sites
Get known in your industry: "halo effect"
Backlinks: a primary driver of rankings
Search engines "informed" by social data

LINK JUICE (BACKLINKS)

OFF-SITE TRAFFIC DRIVERS

"Free" or "Earned"				Paid
Directories	Social Media	Content	Public Relations	Advertising
Free & Paid Listings	Consumer-Generated Content & Sharing	Publications/ Multimedia	Media	Text & Display
List	Participate	Publish	Convince	Select

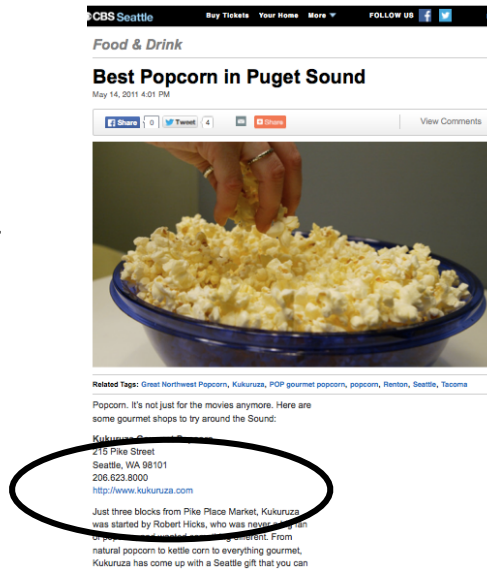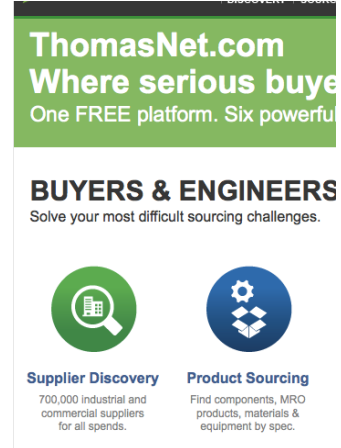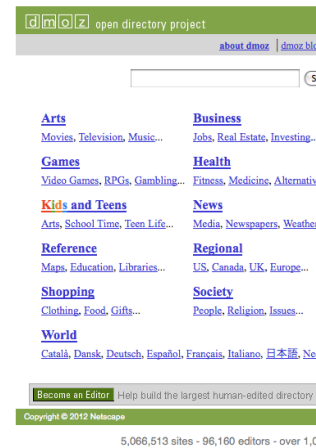# SEE YOURSELF THE WAY CUSTOMERS DO

Do your own "red block" analysis

CONTENT

Article links to website

CBS Seattle — Food & Drink — Best Popcorn in Puget Sound

5

DIRECTORIES
START WITH FREE

6

FIND MORE LINK OPPORTUNITIES

| Do a search using keywords | Related Sites | Link with "referrers" from analytics |
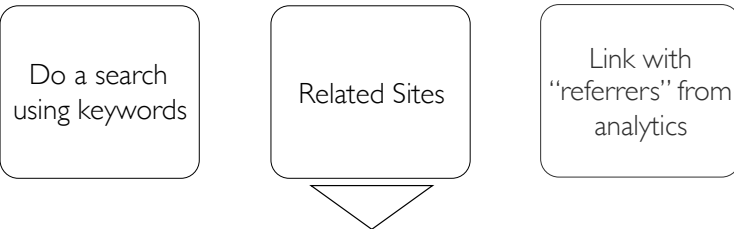
Competitors' sites, industry associations, neighborhood groups, directories, online publications, online groups (i.e., Google Groups, vendor sites, social sites)

7

Your Customers' Media Habits Guide

KNOW YOUR AUDIENCE

Be where your potential customers are
Say things they care about to attract & engage

8

BE CHOOSY

- Consider target's preferred sites: blogs, news sources, directories...

- Link with related businesses serving a similar customer (not direct competition)

- Offer easy way to link

- Consider geography

- Significant traffic

- Eyeballs you want
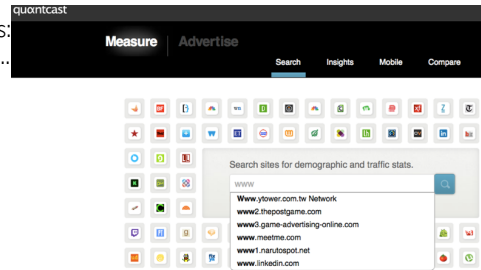
QUANTCAST

PREPARE TO LINK
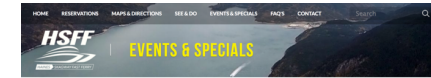
- Home page

- Specific info page

- Linkbait (make people want to link to you)

- Blog or specific post

- Landing page (one CTA)

- Press page

LANDING PAGES

First page visitors come to

Link from ads, SM, etc.

Connect keywords, ads, landing page copy and your business

DON'T CHASE THE SOCIAL MEDIA DRAGON

Slay It

Slide 13

Percent of 20 to 35 Year Olds (US) With
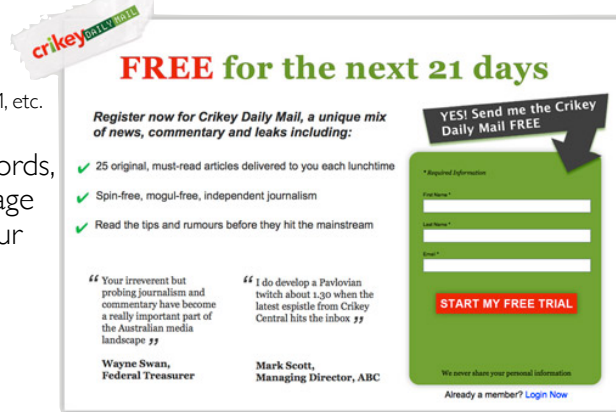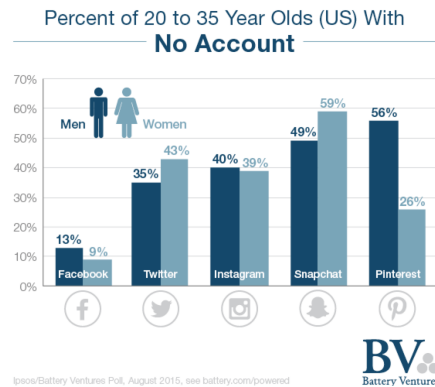### No Account

Men Women

- Facebook: 13% / 9%
- Twitter: 35% / 43%
- Instagram: 40% / 39%
- Snapchat: 49% / 59%
- Pinterest: 56% / 26%

Ipsos/Battery Ventures Poll, August 2015, see battery.com/powered

BV.
Battery Ventures

DON'T ASSUME ANYTHING ABOUT YOUR TARGET AUDIENCE WHEN IT COMES TO SOCIAL MEDIA

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SOCIAL MEDIA ROYALTY

Instagram — 53% of young adults

Pinterest — women 3:1, 42% of women

g+ — men 2.5:1, geeks?

f — Most users, 31% of all seniors

(tumblr) — college grads, high HHI, aged 30-64

g2 — 19% of adult population, < age 50, college educated

52% of adults use 2 or more

www.pewinternet.org/2015/01/09/social-media-update-2014/

14

SIZE VS. TARGET

NICHE

Hi Robbin,
71 of your friends are using TripAdvisor

Join them

tripadvisor

15

FIND NICHE SITES

Affinity

Geography

Online Publications

Vendors

Competitive Sites

Inbound Traffic

wine-searcher
adegga — Social Wine Discovery
snooth — DRINK GREAT WINE
cellar TRACKER
VINCELLAR — powered by Vinfolio
bottlenotes — good people. great wine.
Delectable

foursquare
EveryBlock
queen anne KOMO
blogcatalog
yelp
You Tube
tripadvisor
drync
Sipp

16

Slide 17

SITE SWAG

Opportunities to participate at Houzz

Q&A | Review | Comment on a Blog | Press Release | Join Group | Add Event

17

Slide 18

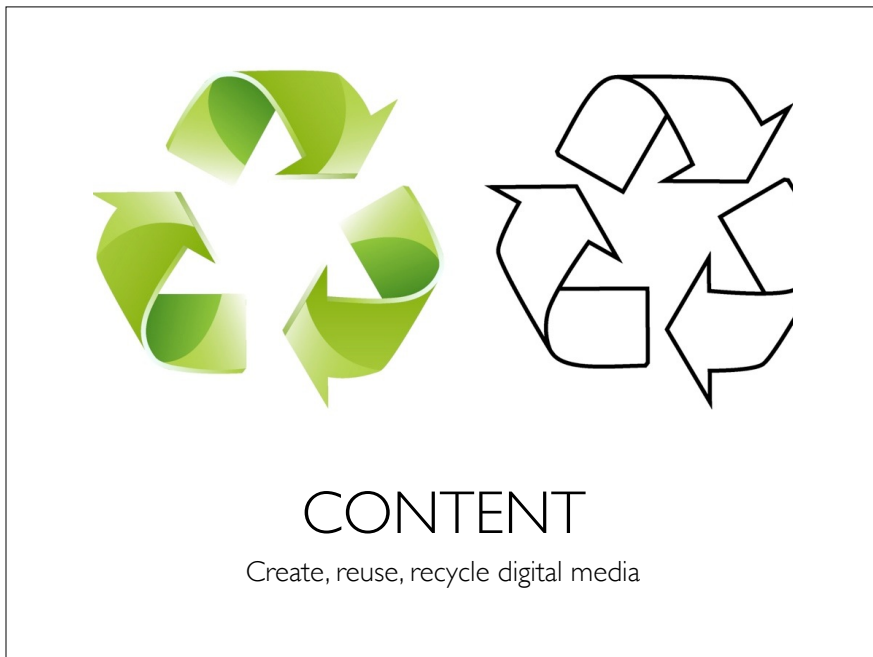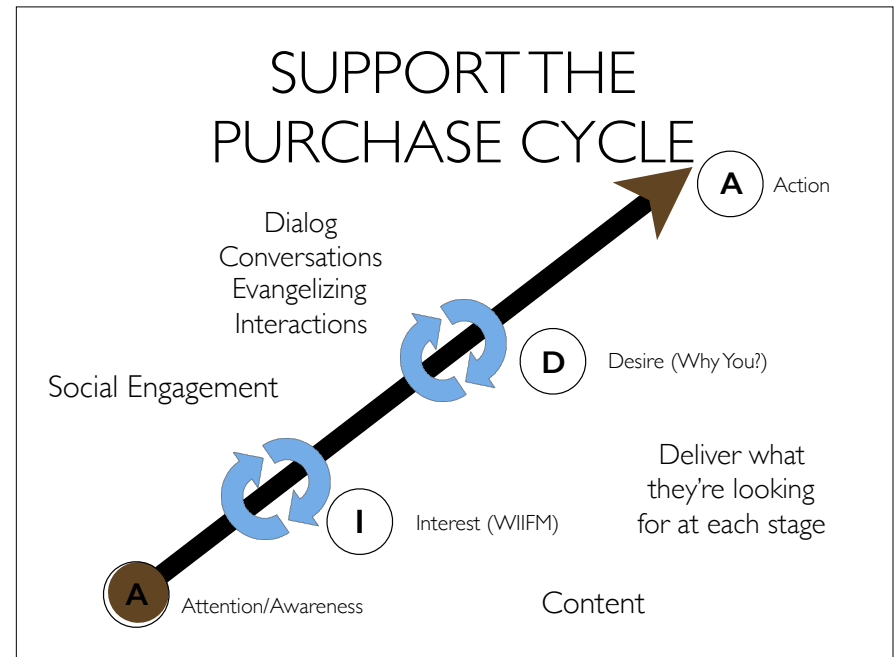|	Awareness	Engagement
Audience	Doesn't know you Not in your networks	Knows You In your networks
Objective	Drive traffic to website	Comments Conversations Sharing
Social Tactics	Join networks/groups Attract bloggers Comment on blogs Get reviewed	Posts on social networks

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Slide 19

CONTENT

Create, reuse, recycle digital media

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Slide 20

SUPPORT THE PURCHASE CYCLE

Dialog
Conversations
Evangelizing
Interactions

Social Engagement

A — Action

D — Desire (Why You?)

I — Interest (WIIFM)

A — Attention/Awareness

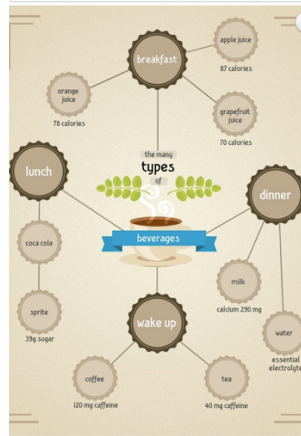Deliver what they're looking for at each stage

Content

20

SIMPLE CONTENT IDEAS

- FAQ's

- 3, 5 and 10 step how-to's

- Specific content for different audiences, i.e., press room; landing pages

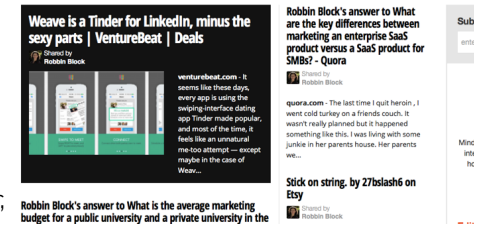- Infographics

21

CONTENT CURATION

- Cultivate an audience with info they find useful
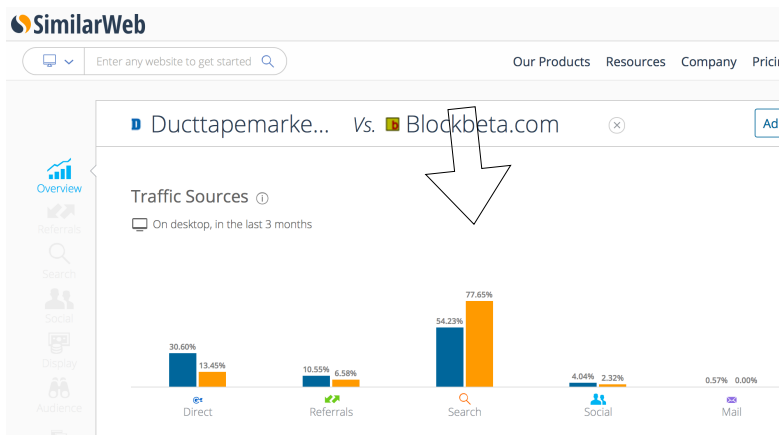
- **You don't have to be original**

- Help finding content: ContentGems

- Publish & Share: Paper.li, Storify, Rebel Mouse, Bundlr, Listly
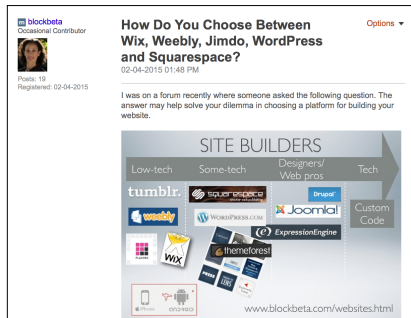

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BENCHMARK

23

STAY ON STRATEGY

- Are the sites you're using a good match?

- How would you evaluate the traffic you're getting from the sites you're using?

- What should you keep? What should you let go?

- What should you be doing besides social media to drive website traffic?

- What is the best way to make the most of your time?

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Slide 25

blockbeta
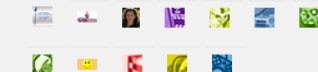Occasional Contributor
Posts: 19
Registered: 02-04-2015

How Do You Choose Between Wix, Weebly, Jimdo, WordPress and Squarespace?
02-04-2015 01:48 PM

Options ▾

I was on a forum recently where someone asked the following question. The answer may help solve your dilemma in choosing a platform for building your website.

SITE BUILDERS
Low-tech | Some-tech | Designers/Web pros | Tech

tumblr. | Squarespace | Drupal | Custom Code
weebly | WORDPRESS.com | Joomla!
Wix | ExpressionEngine
| themeforest

www.blockbeta.com/websites.html

Discussion Stats

32 replies

02-04-2015 01:48 PM

13043 views   **WOW!**

12 kudos

12 in conversation

MANTA POST

CASE STUDY

Slide 26

2/4/15 – 5/1/16

RESULTS

FOUND UNDER "REFERRALS" –– GOOGLE DOESN'T COUNT MANTA AS A SOCIAL SITE

Source	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	857 % of Total: 13.61% (6,298)	81.21% Avg for View: 86.92% (-6.56%)	696 % of Total: 12.71% (5,474)	71.41% Avg for View: 81.22% (-12.07%)	1.77 Avg for View: 1.49 (19.04%)	00:01:22 Avg for View: 00:01:01 (35.10%)
1. t.co	221 (25.79%)	90.95%	201 (28.88%)	61.09%	1.96	00:00:57
2. community.manta.com	166 (19.37%)	80.72%	134 (19.25%)	74.70%	1.52	00:01:27

1.3% OF MANTA 13,043 VIEWS   **AWARENESS**   **QUALITY**

Slide 27

Social Network	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	268 % of Total: 4.26% (6,298)	86.57% Avg for View: 86.92% (-0.40%)	232 % of Total: 4.24% (5,474)	61.57% Avg for View: 81.22% (-24.19%)	2.02 Avg for View: 1.49 (35.73%)	00:00:56 Avg for View: 00:01:01 (-7.90%)
1. Twitter	229 (85.45%)	90.83%	208 (89.66%)	60.70%	1.94	00:00:56
2. Facebook	23 (8.58%)	60.87%	14 (6.03%)	78.26%	2.74	00:00:52
3. LinkedIn	7 (2.61%)	57.14%	4 (1.72%)	28.57%	3.14	00:00:40
4. Weebly	4 (1.49%)	50.00%	2 (0.86%)	75.00%	1.25	00:00:03
5. StumbleUpon	2 (0.75%)	100.00%	2 (0.86%)	100.00%	1.00	00:00:00

SOCIAL SITES COMPARED

2. community.manta.com	166 (19.37%)	80.72%	134 (19.25%)	74.70%	1.52	00:01:27

BEAT OUT FACEBOOK AND LINKEDIN
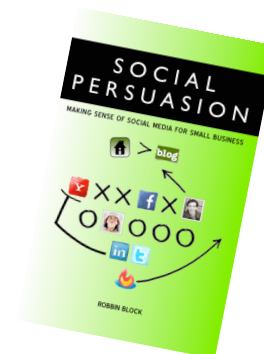

Slide 28

THANK YOU

Get free resources:
blockbeta.com/drivers

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A Big Picture Approach to Small Business™

206-335-5929
info@blockbeta.com
blockbeta.com

SOCIAL PERSUASION
MAKING SENSE OF SOCIAL MEDIA FOR SMALL BUSINESS

ROBBIN BLOCK